

**ABSTRACT**

A system and method for executing an application includes receiving an identification of a first customer, identifying one or more applications accessible to the first customer based on the identification, and receiving a selection of a first application from the one or more applications to execute. One or more rules applicable to the first application are identified, and one or more generic tasks are executed that are stored in a first area accessible to all customers according to the identified one or more rules. In addition, at least one customized task is executed according to the identified one or more rules, the at least one customized task being stored in a second area accessible only to the first customer.